

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, August 21, 2013**

**860.429.2740**

**4:00 pm**

**Minutes**

**Present:** Toni Moran, Janet Jones, Connie Neal, Betsy Paterson, Kristin Schwab, and Cara Workman

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Chair Toni Moran called the meeting to order at 4:05 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from July 23, 2013**

Betsy Paterson moved to approve the minutes.

Connie Neal seconded the motion.

The minutes were approved unanimously.

**4. Update on Storrs Center Project including communications**

Cynthia van Zelm provided an update on the businesses that are opening in One Royce Circle, the construction of TS-3 and Price Chopper, and the construction of the Nash-Zimmer Transportation Center.

Kathleen Paterson reported that the Storrs Center tenants are interested in doing the trick-or-treating Halloween event again. She said that the initial conversation at the monthly tenant meeting was to work with the Mansfield Community Center to have trick-or-treating precede their annual Halloween party and Trick-a-Trunk as they did in 2012.

Committee members expressed concerns about the potential Halloween event with regards to weather, timing, and distance from Storrs Center to the Mansfield Community Center.

**5. Update on the *Festival on the Green***

Ms. Paterson reported that planning for the 10<sup>th</sup> Annual *Festival on the Green* is going well and that the flyers are being distributed this week.

Ms. Neal volunteered to help at the event as needed. Ms. Moran said she may be able to help out but could not commit to a specific time. Other Committee members in attendance are all already committed to various tasks at the event.

## **6. Update and discussion about Storrs Center Grand Opening**

Ms. K. Paterson shared a draft handout for Celebrate Mansfield Weekend (CMW) and explained that, with the feedback from the Committee at the July meeting, the Grand Opening schedule has been simplified. She noted that the handout is meant to be a simple schedule and that detailed information about all CMW events, including the Grand Opening, will be available on the Partnership website and the Festival website.

## **7. Update on Town Square**

Ms. van Zelm said that the Town Square is the highest priority for the Partnership, Leyland, the Town, and UConn. She explained the Planning and Zoning process and noted that the public hearing for the Town Square is planned for Tuesday, September 17 in Council Chambers.

## **8. Outreach Opportunities**

Ms. van Zelm explained that this topic had been added as a standing agenda item for Committee members to suggest any outreach opportunities that might be good for the Committee to pursue.

Janet Jones suggested that promotional efforts be focused on telling the story of Storrs Center and presenting it as a destination. She added that the Committee's other efforts should focus on creating a destination through arts and cultural programming and highlighting unique businesses. She would like to see more stories about the business owners themselves, their ties to the area, and their work.

Ms. Paterson suggested that each Committee member bring specific suggestions to the next meeting.

Cara Workman noted that the Committee is often only looking a month or two ahead and suggested that planning should be done further out. She added that, as an example, her office already has conference and camp dates for summer 2014 in place.

Ms. Moran said she would like to have a discussion about future plans at the next meeting so that the Committee can evaluate opportunities based on a comprehensive plan.

## **9. Adjourn**

Ms. Jones moved to adjourn.

Ms. Paterson seconded the motion.

The meeting adjourned at 5:55 pm.

*Minutes prepared by Kathleen M. Paterson*